



JACK O'CONNELL
State Superintendent of Public Instruction

**CALIFORNIA
DEPARTMENT
OF
EDUCATION**

1430 N Street

P.O. Box 944272

Sacramento, CA

94244-2720

May 12, 2003

Dear Administrators of Local Education Agencies:

**ENCLOSED: REQUEST FOR APPLICATIONS (RFA)
COMPREHENSIVE COMMUNICATIONS FOR ASSESSMENT**

This letter invites local education agencies to submit a competitive application to become a provider of specialized communications assistance for California's state assessment system. The California Department of Education (CDE) seeks the assistance of experts who will communicate information about assessment to the field, the State Legislature, the State Board of Education, county offices, districts and schools, parents/guardians, students, and the media. The provider who is selected by the RFA process will maintain effective communications in all areas related to large-scale assessment and will undertake administrative and development responsibilities for communications tasks specified by CDE.

The RFA is enclosed with this letter. CDE will select a contractor as Communications Provider in the manner specified in the RFA, and all technical proposals and cost proposals will become public documents. It is expected that the resultant contract will begin in June 2003 and run through June 2005. At this time CDE plans to make available up to a total of \$4 million (\$2 million per year) for the purposes of this RFA. The proposed 2003-2004 Governor's Budget provides the funding necessary in section 6110-113-0001 (2) and this RFA assumes the passage of the state's budget with the amount proposed. The funding for the second year will continue so long as the approved 2004-2005 state budget provides the funds.

In addition to the information contained in the enclosed RFA, three key deadlines and conditions should be noted here:

- **Intent To Submit Form.** Potential bidders must submit to CDE the enclosed Intent To Submit Form by 1:30 p.m. Pacific Standard Time (PST), May 27, 2003. Letters of intent may be faxed to CDE at (916) 319-0968, or delivered to the address provided at the conclusion of this letter. Please place attention to John Carey.

- **Questions by Potential Bidders.** Due to the short timeline, there will not be a bidder's conference, but bidders may submit written questions to CDE no later than 1:30 p.m. PST, May 22, 2003. The questions should be sent in attention to John Carey. Responses to all questions received will be available on the CDE Web site at: <http://www.cde.ca.gov/statetests> by 5:00 p.m. PST on May 27, 2003. Also, all potential bidders that submitted questions and an Intent To Submit Form can receive responses via e-mail if the address of the contact person is made available.
- **Application Submission Deadline.** Ten copies of the application must be received by CDE by June 2, 2003, no later than 2:00 p.m. PST. This is so noted in Sections 4.6 and 5.1 of the RFA. **Applications must be submitted via regular postal service, express courier, or hand delivery to the address provided below, but it is the bidders responsibility to ensure that the applications arrive at the Standards and Assessment Division in Suite 5408 by 2:00 p.m.** Transmission of the proposal by electronic mail (modem/internet) or facsimile (fax) will not be accepted.

Applications that do not contain the required criteria listed in the Preliminary Step will be eliminated from further consideration and review.

The address for application submissions is:

California Department of Education
Standards and Assessment Division
Programs and Policy Support Office
1430 "N" Street, Suite 5408
Sacramento, CA 95814
Attention: John Carey

Sincerely,

Phil Spears, Director
Standards and Assessment Division

Enclosure